

**WHAT IS CLAIMED IS:**

1. An article comprising a substrate having thereon at least one antistatic layer, wherein said antistatic layer comprises at least one conductive material, and wherein said antistatic layer comprises areas of patterned coverage, wherein said patterned coverage comprises a graphic design.
2. The article of Claim 1 wherein said conductive materials comprises at least one polyether polymeric conductive material.
3. The article of Claim 2 wherein said polyether polymeric conductive material comprises polyether block copolyamide.
4. The article of Claim 1 wherein said substrate and said antistatic layer have a density difference of at least 0.01 density units as measured by a reflection densitometer a transparent conductive material.
5. The article of Claim 1 wherein said patterned coverage comprise a continuous conductive pathway.
6. The article of Claim 5 wherein said patterned coverage comprises areas of coverage and areas without coverage.
7. The article of Claim 5 wherein said patterned coverage comprises a gradient, wherein said gradient comprises areas of higher coverage and lower coverage.
8. The article of Claim 7 wherein said areas of higher coverage comprise a resistivity of less than  $10^{13}$  ohm/sq and said areas of lower coverage comprise a resistivity of greater than or equal to  $10^{13}$  ohm/sq.
9. The article of Claim 1 wherein said graphic design comprises at least one line.

10. The article of Claim 1 wherein said graphic design comprises at least one dot.

11. The article of Claim 1 wherein said graphic design comprises a grid.

12. The article of Claim 1 wherein said graphic design comprises at least one character.

13. The article of Claim 1 wherein said graphic design comprises a logo.

14. The article of Claim 13 wherein said logo comprises at least one member selected from the group consisting of letters, pictures, numbers, symbols, and words.

15. The article of Claim 1 wherein said substrate comprises an opaque support.

16. The article of Claim 15 wherein said opaque substrate comprises paper.

17. The article of Claim 1 wherein said substrate comprises oriented laminates.

18. The article of Claim 1 wherein said substrate comprises a transparent support.

19. The article of Claim 1 wherein said substrate comprises a core that has adhered thereto at least one flange layer.

20. The article of Claim 19 wherein said core comprises paper.

21. The article of Claim 19 wherein said core comprises a blow-cell foam core.

22. The article of Claim 1 wherein said substrate comprises a microvoided support.

23. The article of Claim 1 wherein said conductive material comprises from 15 to 85% weight of said antistatic layer, and said polymer comprises from 15 to 85% by weight of said antistatic layer.

24. The article of Claim 1 wherein said antistatic layer comprises a resistivity of less than  $10^{13}$  ohm/sq.

25. The article of Claim 1 wherein said antistatic layer comprises a resistivity of between  $10^{13}$  and  $10^7$  ohms/sq.

26. The article of Claim 1 wherein said antistatic layer comprises a layer applied by at least one member selected from the group consisting of extrusion coating, blade coating, wound wire rod coating, slot coating, hopper coating, slide hopper coating, gravure coating, curtain coating, spray coating or inkjet coating.

27. The article of Claim 1 wherein said antistatic layer comprises a layer applied by extrusion coating.

28. The article of Claim 27 wherein said extrusion coating comprises simultaneous or consecutive extrusion.

29. The article of Claim 1 wherein said antistatic layer comprises a printed layer.

30. The article of Claim 1 wherein said antistatic layer comprises a layer on the same side of said support as said imaging layer.

31. The article of Claim 1 wherein said antistatic layer comprises a layer on the side of said support opposite said imaging layer.

32. The article of Claim 1 wherein said antistatic layer is on the side of said imaging layer opposite said support.

33. The article of Claim 1 wherein said antistatic layer is between said imaging layer and said support.

34. The article of Claim 1 wherein said antistatic layer further comprises a polymer carrier.

35. The article of Claim 34 wherein said polymer comprises polyolefin.

36. The article of Claim 34 wherein said polymer comprises polyester.

37. The article of Claim 34 wherein said polymer comprises polypropylene.

38. The article of Claim 34 wherein said polymer comprises polyethylene.

39. The article of Claim 1 wherein said article comprises an imaging element having at least one imaging layer.

40. The article of claim 39 wherein said imaging layer comprises a photosensitive silver halide imaging layer.

41. The article of claim 39 wherein said imaging layer comprises an inkjet receiving layer.

42. The article of claim 39 wherein said imaging layer comprises a thermal receiving layer.

43. The article of claim 39 wherein said imaging layer comprises an electrophotographic imaging layer.

44. The article of claim 39 wherein said imaging layer comprises an imaging assembly that comprises photohardenable microencapsulated coloring agents.

45. The article of claim 39 wherein said imaging layer comprises plural heat-coloring elements, each comprising a diazo compound and a coupling component causing heat-coloring, and each of said diazo compounds in the heat-coloring elements being decomposed by radiation having a respectively different wavelength.